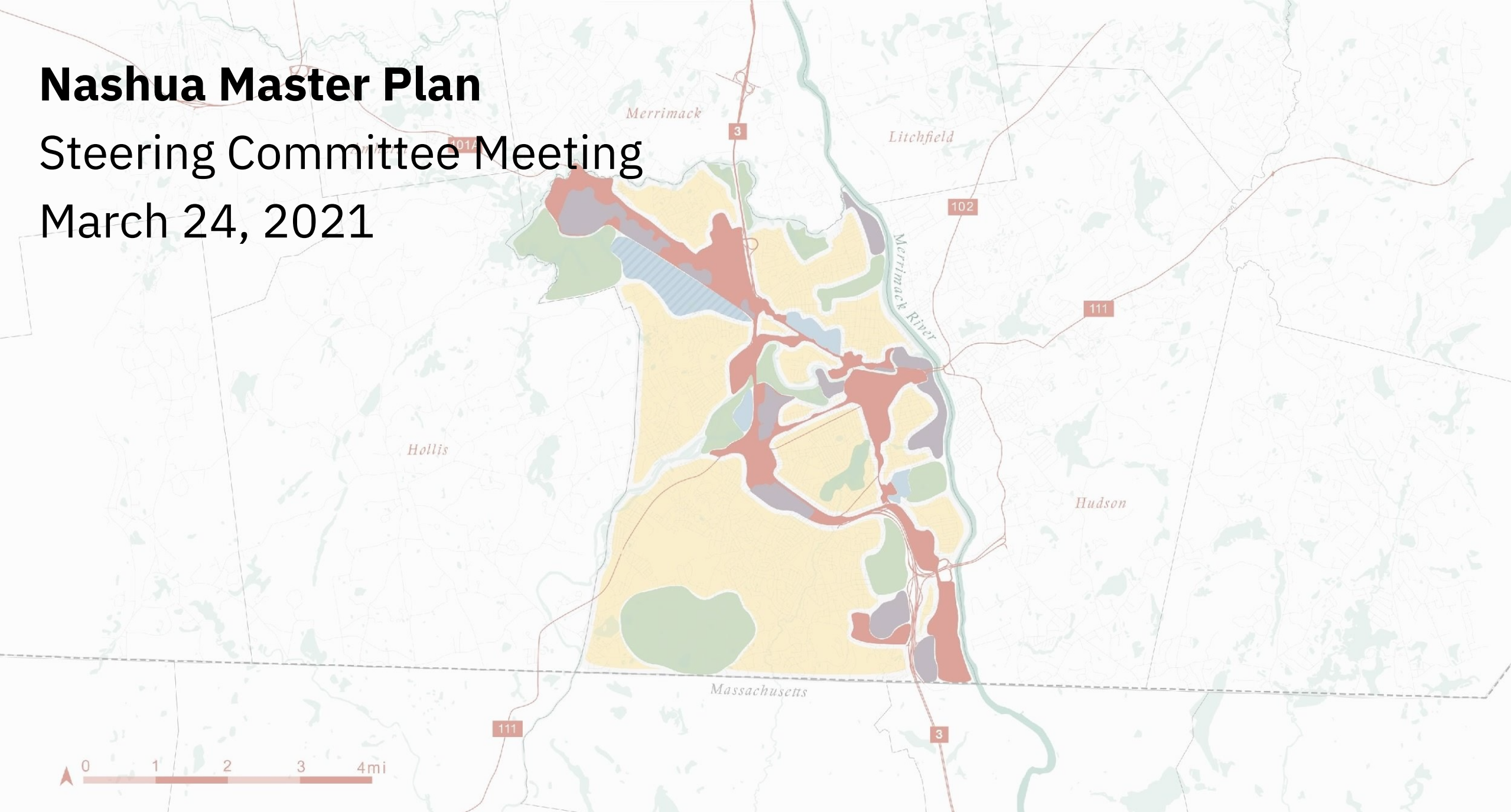


# Nashua Master Plan

## Steering Committee Meeting

March 24, 2021



# Agenda

## Engagement Takeaways

- Social Pinpoint
- Topic Area Focus Groups

## Priority Redevelopment Areas/Scenario Planning

- Review focus areas and recommendations
- Scenario Case Studies: Amherst Corridor, Daniel Webster College
- Trade-off Discussion

## Public Meeting #3 Prep + Format

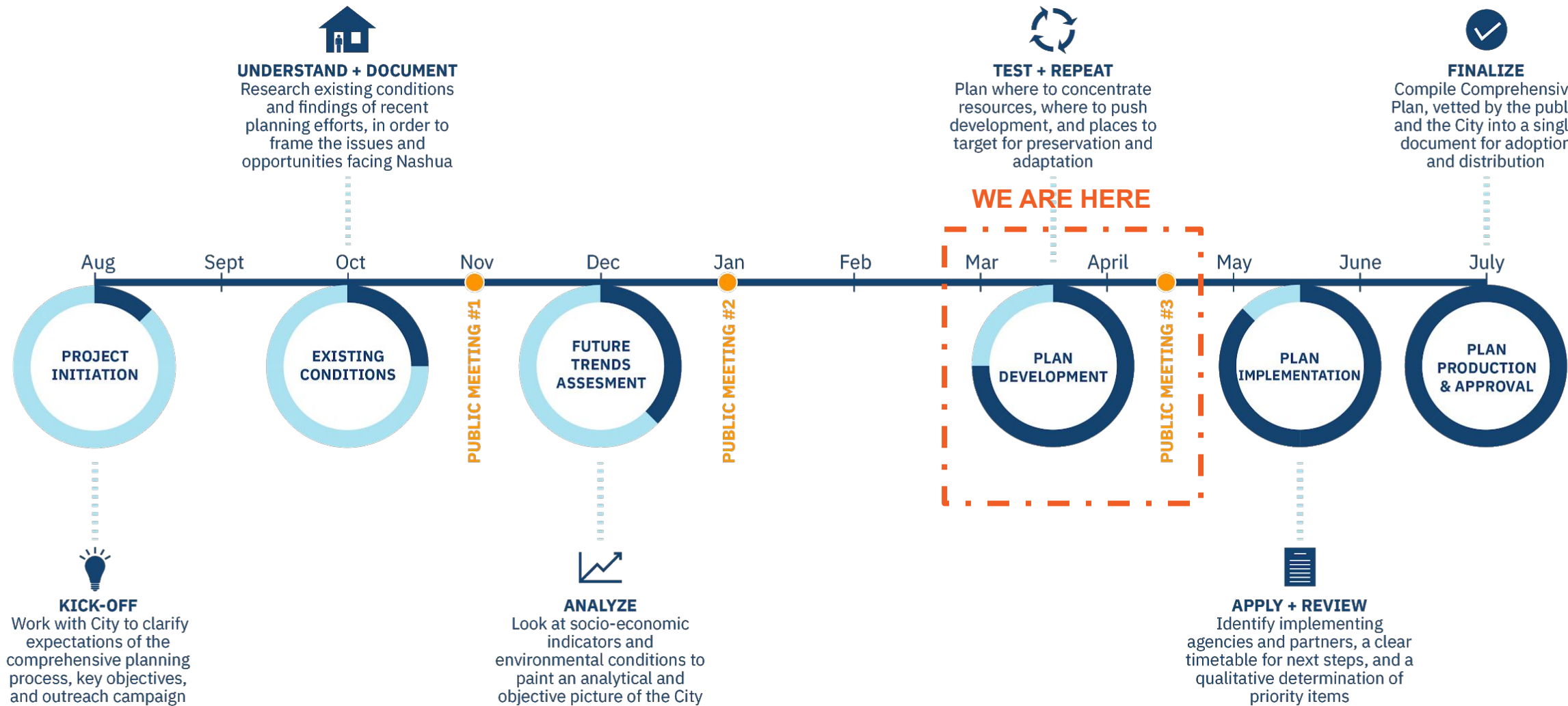
- Agenda + Approach
- Breakout Room Facilitation

## Next Steps

- Public Meeting 3 Prep
- Draft Topic Area Recommendations



# Imagine Nashua - Timeline



# Engagement Takeaways - Social Pinpoint

# 2030

## Total Visits

746

## Unique Users

1:44

### Avg Time (min

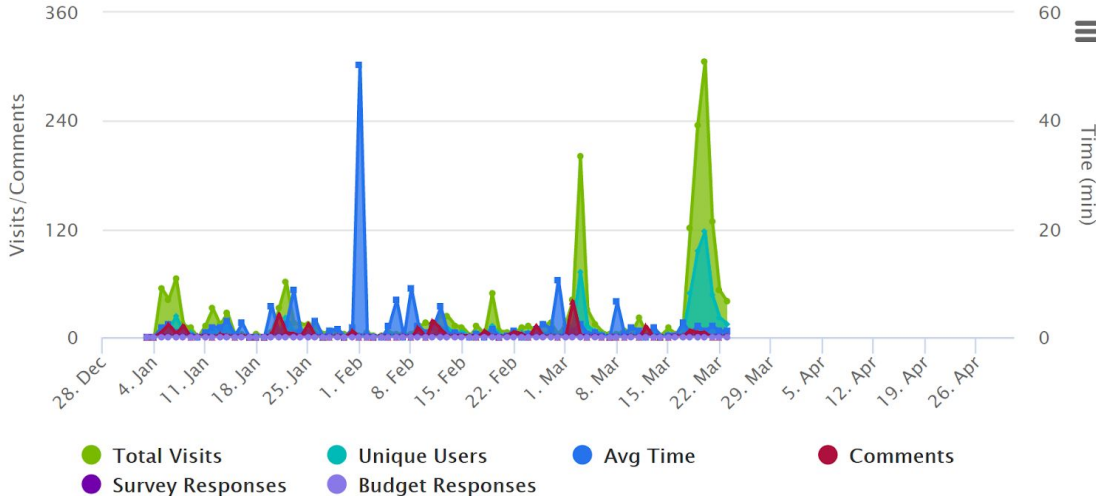
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## Unique Stakeholders

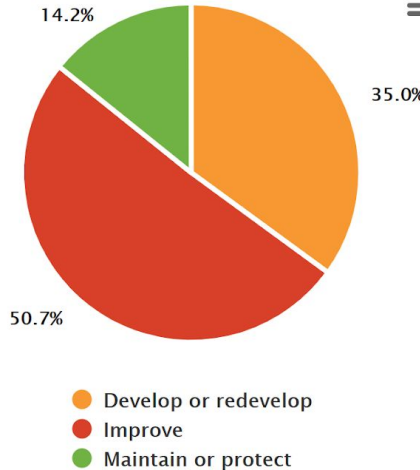
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## Comments

## Stakeholder Engagement by Day



## Comment Types





# Engagement Takeaways - Topic Area Focus Groups

## Land Use and Development

- great opportunity to think of different policies to bring into the Master Plan process, including re-codifying the Land Use Code
- Master Plan should be one to allow flexibility
- access is an issue, and cross access getting around the City
- Amherst Street has developed too haphazardly, with no continuity - corridor needs an in-depth look at what is there
- change parking requirements, advance public transit

## Housing

- reassess some of the zoning areas, and allow for density and number of units especially affordable housing
- focus on creating multigenerational, multi use areas - diverse and inclusive communities
- distributing housing options across the city including ADUs
- consider neighborhood appropriate form and design of ADUs
- redevelopment/renovating older structures
- sustainability - public transit and density

## Economic Development

- address the gap between earnings and cost of housing
- draw younger workforce
- future of retail
- position Nashua regionally

# Engagement Takeaways - Topic Area Focus Groups

## Mobility and Transit

- City to adopt or codify Complete Streets policies
- a multi-modal network is a priority, improve public transit for aging
- advancement of electric vehicle technology
- land use and transportation coordination
- integrate parking into goals
- last mile connectivity very critical -invest in rail
- snow clearing on sidewalks

## Open Space and Natural Resources

- improve access to areas for public use
- long-term development of park system improved programming
- connect parks and expand trails
- more incentives for people to be more carbon neutral
- Brands, signage are important and central location for recreation info
- improve access to Merrimack

## Arts and Culture

- need venues, including more mid sized and small venues to attract people
- tap into historic resources and make them a draw to the city
- re-evaluate land use tools to accommodate arts and culture
- investment needs to be put into existing facilities.
- improve Main st infrastructure and general public realm
- partnering with organizations, public-private partnerships.

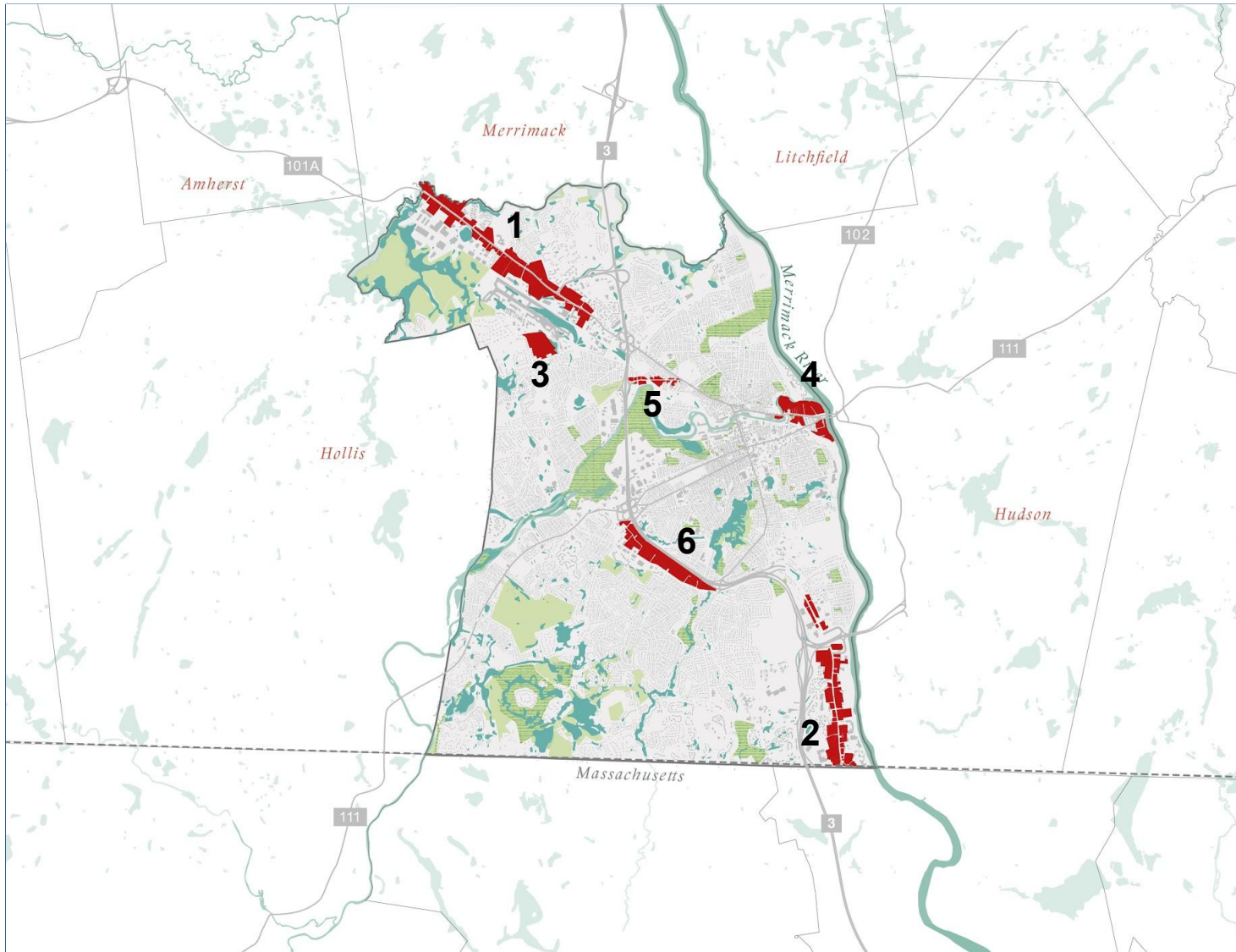


# Land Use and Design Strategies for Potential Redevelopment Areas





# Focus Areas for Redevelopment/Scenario Analysis



## Commercial Corridors/Gateway

- 1 - Amherst St - *case study*
- 2 - DW Highway

## Priority Redevelopment Site

- 3 - Daniel Webster College - *case study*

## Mixed-use District

- 4 - East Hollis St/Bridge St

## Interchange Sites

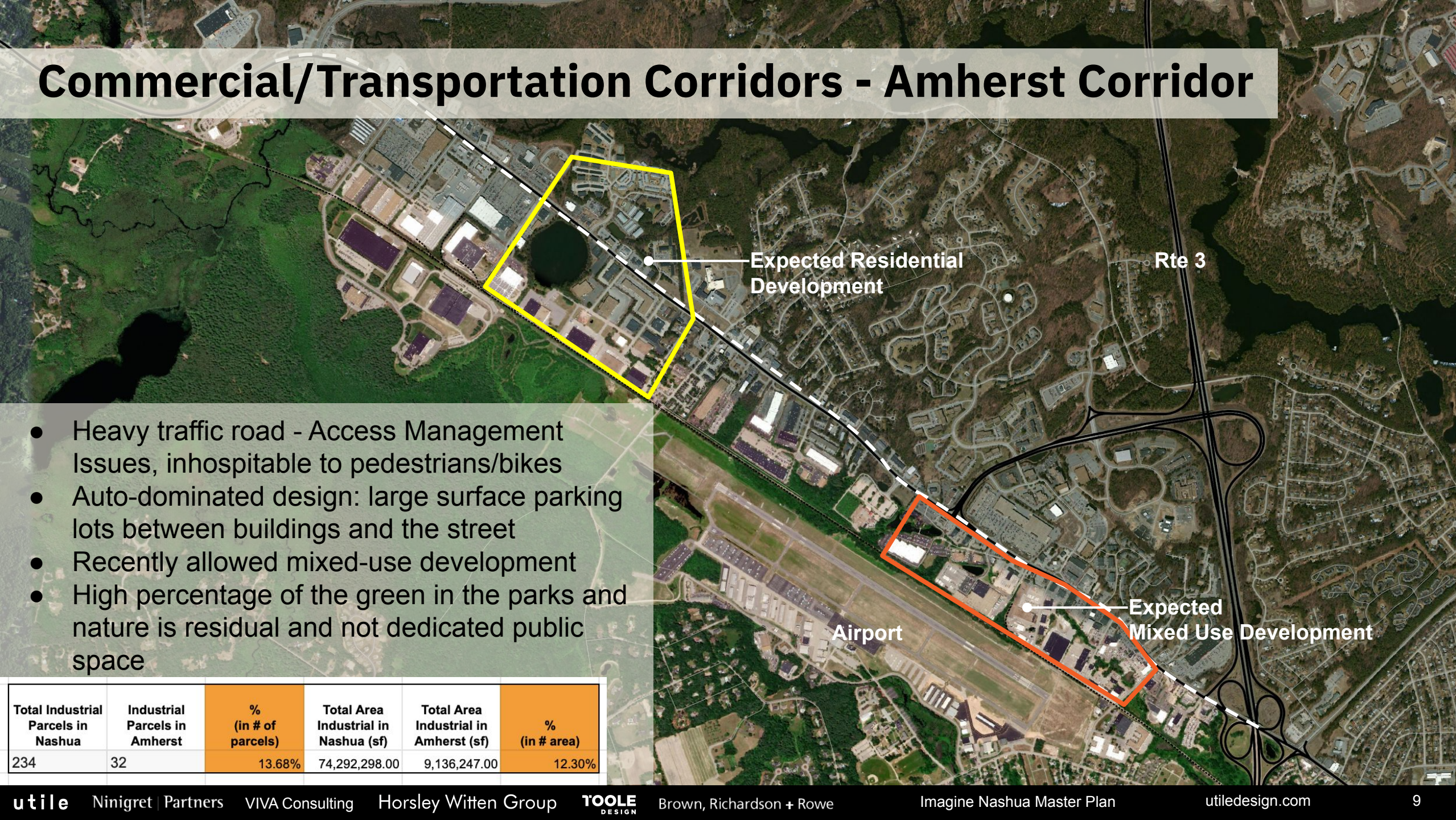
- 5 - Broad St

## Industrial Repositioning

- 6 - Northeast Boulevard



# Commercial/Transportation Corridors - Amherst Corridor



- Heavy traffic road - Access Management Issues, inhospitable to pedestrians/bikes
- Auto-dominated design: large surface parking lots between buildings and the street
- Recently allowed mixed-use development
- High percentage of the green in the parks and nature is residual and not dedicated public space

Total Industrial Parcels in Nashua	Industrial Parcels in Amherst	% (in # of parcels)	Total Area Industrial in Nashua (sf)	Total Area Industrial in Amherst (sf)	% (in # area)
234	32	13.68%	74,292,298.00	9,136,247.00	12.30%



# Commercial/Transportation Corridors - Daniel Webster Hwy

● Proposed Amazon site

● Future commercial and potential commuter rail station

- Gateway from Massachusetts
- Currently mainly big-box retail development
- Expected commercial and residential development
- Proposed large Amazon Distribution Facility across River in Hudson
- Considerations for future use



# Commercial/Transportation Corridors: General Goals

Make the commercial corridors more attractive and coherent through:


- Encouraging a wider range of commercial uses, including non-retail uses that acknowledge the continuing evolution of retailing due to e-commerce and other regional and global trends. - A wider mix of uses will create more diversified traffic patterns and help preserve and enhance the City's commercial tax base.
- Reposition as mobility-oriented corridors with adequate bike, pedestrian and public transit infrastructure; Design street as public realm
- Landscaping and green infrastructure guidelines (within the ROW and on private property)
- Placemaking by encouraging active commercial fronts through facade guidelines and signage guidelines that require interesting and less-than-generic signs for businesses.

# Strategies and Recommendations - Amherst St

- |  |   |  |
|--|---|--|
| • Allow upzoning/greater density to encourage land values that will justify redevelopment of existing income-generating uses                               | → | • Set allowable height to 4 stories, - the minimum viable density for many market-rate developers. Reorient commercial buildings to the street. Allow for mixed-use typologies         |
| • Adjust dimensional constraints to enable new development to have a less suburban, auto-oriented character and a more walkable, active corridor character | → | • Relax minimum lot size, frontage requirements, and setbacks. Right-size parking requirements and require it to be located in the rear  |
| • Create active commercial front and improve access management   | → | • Propose carriageway with diagonal parking on commercial front as incentive to businesses/increase customer attraction, and traffic calming method                                    |
| • Reposition Amherst St as mobility-oriented corridor with consideration for green infrastructure development and improvement                              | → | • Add verge for stormwater management/traffic buffer and two-way bike lane for improved mobility - short/med term: Front doors to face road, med/long: Landscape buffer , Slow traffic |



# Strategies and Recommendations - Daniel Webster Hwy

- Consider future use and redevelopment of current big box retail, and development of potential commuter rail station
  - Adjust dimensional regulations to discourage suburban, auto-oriented character and instead encourage walkability
  - Reduce minimum parking requirements to minimize additional traffic generation and encourage the use of sustainable transportation modes
- 
- Create future corridor plan that envisions a different set of land use policies and considers what the ideal urban design vision is, regardless of current building stock
  - Use feedback from Imagine Nashua visioning and public process around Amherst St to align density and dimensional requirements with community-accepted scale
  - Track redevelopment trends on Amherst St to better align new dimensional regulations with the mix of office versus residential that the market moves toward.



# Priority Redevelopment Site - Daniel Webster College

- Privately-owned Property
- Market viability/economic considerations to get back into tax roll
- Airport proximity and limitations
- Surrounded by residential neighborhoods and wetlands/vegetation
- Limited access/would require street development for new use
- Existing college buildings not appropriate for reuse

Airport

Surveyed Wetlands

Existing Fields



# Daniel Webster College: General Goals




Consider redevelopment strategies for Daniel Webster College that acknowledge:

- Study potential uses to respond to need for an increased commercial real estate tax base while remaining sensitive to surrounding context
- The close proximity of the site to the airport and Amherst as a potential advantage for some uses
  - Ways the Perimeter Road and University Drive could be reconfigured so they work as a consolidated one-way loop for truck and service vehicle access for potential industrial use
- Potential uses should consider active use of existing community field spaces and protection of natural areas such as adjacent wetlands

Other:

- The viability of the reuse of some (but not all) of the existing buildings in order to better understand the size of a potential ground-up redevelopment opportunity

# Strategies and Recommendations - Daniel Webster College

- Create consensus on what the overall citywide goal for the site is, keeping in mind the existing economic and site constraints. 
  - Consider the relative fiscal benefits of residential and industrial (property taxes) relative to the fiscal impacts (infrastructure). 
  - Redefine the space as a community asset and consider new ways to connect the site to the larger neighborhood. 
- Encourage a **moderate-density residential development** that can coexist productively along smaller streets, residential neighbors, and an airport.
  - Consider the feasibility of alternate potential industrial uses that could benefit from proximity to the airport
  - Reconfigure sports fields as a better community hub, and encourage more active complementary active uses.



# Mixed-Use District - East Hollis St



Approved large multi-family development





Expected intersection improvement design

Proposed Heritage Trail

- TOD - Transit Oriented Development Zone
- Eastern gateway
- Approved multifamily development and other development
- No design standards for mixed-use area
- Proposed heritage rail trail
- Potential river access



# Strategies and Recommendations - East Hollis St

- Create a framework plan for new streets on the non-residential areas that can be implemented over time as sites are redeveloped. This proposed street network should create new blocks that help tie the district together so it is more walkable. 
  - Encourage a mix of uses on parcels in order to build on the mixed-use character of the district. 
  - Limit the size of new buildings in the district through a form-based code so new development complements the scale of the existing district doesn't encourage large out-of-scale parking lots 
  - Increase access to river and engage resilience planning near levy 
- Develop a streetscape plan that showcases new design standards for the district.
  - Create a new hierarchy of streets that provides opportunities for walkability and micro mobility.








# Interchange Site - Broad St



# Strategies and Recommendations - Broad St

- Leverage the relatively close proximity to Rt. 3 and the buffering of the area by considering upzoning 
  - Consider form-based zoning to create a more coherent urban design sense to redevelopment projects. 
  - Consider the relative importance of ground-floor retail versus ground-floor industrial/warehousing, balancing job creation versus amenity creation. 
- Allow multi-story industrial/commercial (4 stories) in the area closest to Rt. 3
  - Create a targeted form-based zoning overlay district as an optional alternative for developers that provides additional incentives for redevelopment.




# Industrial Repositioning - Northeast Boulevard

- Industrial corridor transitioning to entertainment/office uses
- Current zoning does not match use; multiple variances
- No design standards for mixed-use area
- 
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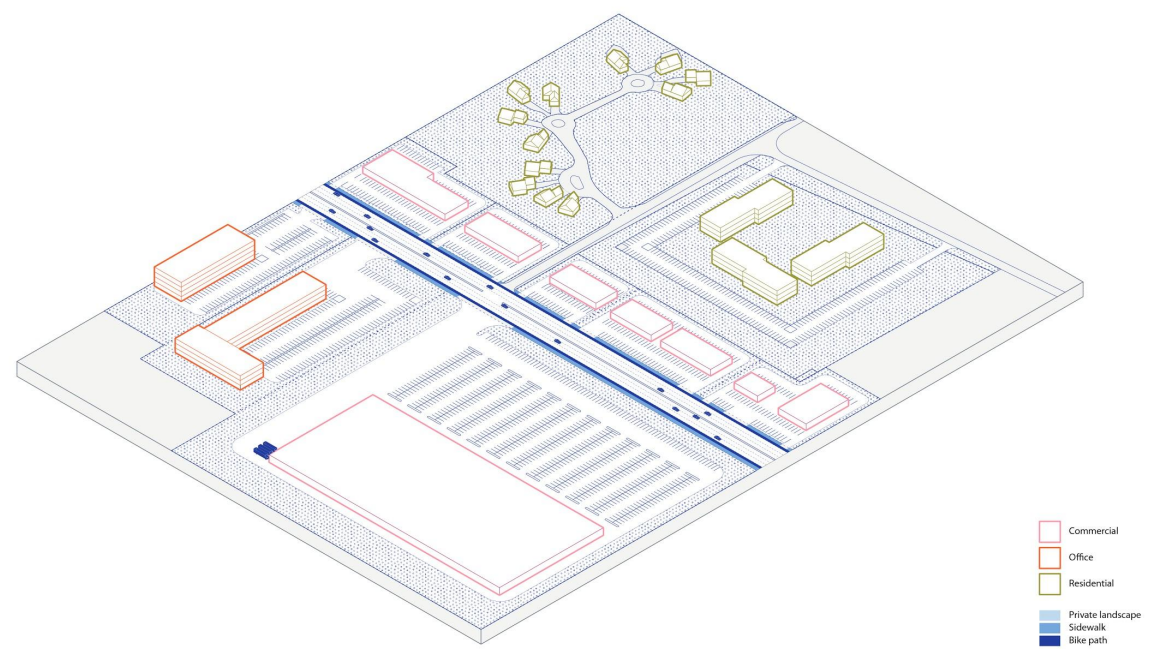


# Strategies and Recommendations - Northeast Boulevard

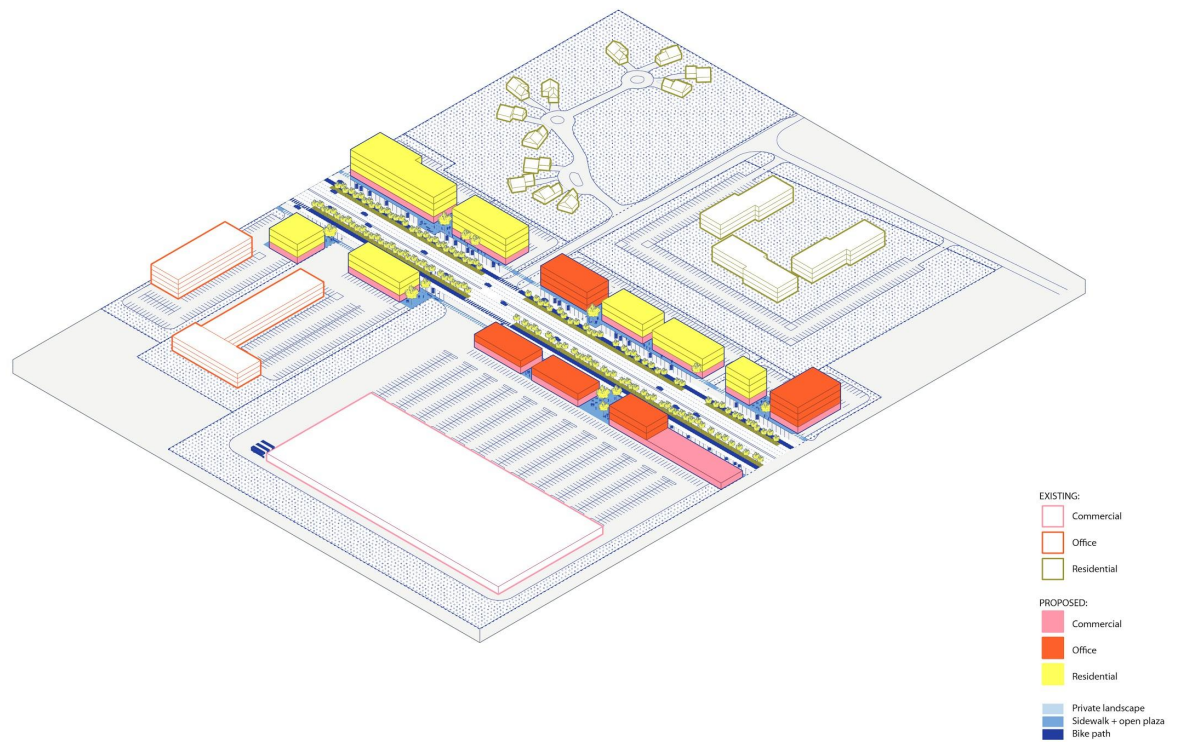
- Allow for mixed-use industrial/commercial development that requires high-bay industrial space on the ground floor and allows for commercial uses on upper floors (up to 85')
  - Create branding for the district and add signage at the Dunstable Road intersections.
  - Explore potential infrastructure upgrades in the district that support higher density development.
  - Consider reduction in parking requirements.
- 
- Adjust use tables both here and across city to limit (and concentrate) the locations where industrial is possible or encouraged.
  - Ensure that the adjusted dimensional requirements make the mixed-use industrial/commercial typology -- assuming it remains market-feasible -- is highest-and-best-use.
  - Frame industrial uses as a land use that requires preservation.



# Scenario Planning: Corridor Vision - *Miro Board Discussion*



Typical Corridor Conditions



Proposed Corridor Improvements

# Scenario Planning Options - *Miro Board Discussion*



Existing Conditions



Proposed Industrial Option



Proposed Industrial + Rec



Proposed Housing and  
community hub Option



# Public Meeting #3

## Timeline and Engagement Recap

- Review Project Timeline + Key objectives - **share updated vision?**
- Social Pinpoint Results
- Topic Area Group Takeaways

## Breakout Rooms: Focused on case studies

- How do we balance trade-offs?
- Why growth is necessary
- **\*discussion or activity?**

## Scenario Planning and Recommendations

- Review Redevelopment focus areas
- General Citywide Objectives and strategies
- Case studies: Amherst Corridor + Daniel Webster College

## Next Steps

- Draft Recommendations online for comment + focus groups
- Produce Draft Plan
- Review Process

# Next Steps

## Public Meeting 3

- Determine approach/method of communicating scenarios
- Complete scenario graphics and presentation

## Draft Recommendations (Topic Area)

- Upload draft to website after public meeting (will not discuss, but direct public to comment)
- Post online Apr 19-23rd for review/comment
- Schedule 2nd Topic Area focus groups - May

## Draft Plan (May end)

- Updated Scenarios and Area Recommendations + Topic Area Recommendations